

Issues	Race relations/ Immigration 2013	Immigration 2014	Change since 2013	Economy 2013	Economy 2014	Change since 2013	NHS/ Health 2013	NHS/ Health 2014	Change since 2013	Unemployment 2013	Unemployment 2014	Change since 2013	Poverty/ Inequality 2013	Poverty/ Inequality 2014	Change since 2013	Education/ Schools 2013	Education/ Schools 2014	Change since 2013	Crime/Law and Order 2013	Crime/Law and Order 2014	Change since 2013	Housing 2013	Housing 2014	Change since 2013	Defence/ Foreign Affairs/T errorism 2013	Defence/Foreign Affairs/Terroris m 2014	Change since 2013	Inflation/ Prices 2013	Inflation/ Prices 2014	Change since 2013	
All	33	38	5	47	34	-13	24	27	3	31	26	-5	13	15	2	14	15	1	15	14	-1	10	13	3	8	12	4	14	12	-2	
Gender																															
Male	34	39	5	51	39	-12	20	23	3	32	27	-5	12	14	2	12	12	0	14	13	-1	9	12	3	9	13	4	14	13	-1	
Female	31	37	6	44	30	-14	28	31	3	30	26	-4	15	17	2	16	17	1	15	15	0	12	13	1	7	11	4	14	11	-3	
Age																															
18-24	21	27	6	42	30	-12	14	16	2	37	36	-1	11	15	4	12	14	2	18	13	-5	12	13	1	6	8	2	15	11	-4	
25-34	24	30	6	44	31	-13	16	21	5	33	30	-3	14	14	0	33	13	2	14	14	0	13	15	2	6	10	4	17	17	0	
35-44	29	34	5	52	39	-13	27	26	-1	33	28	-5	15	16	1	19	19	0	15	15	0	11	14	3	8	11	3	14	14	0	
45-54	36	40	4	53	39	-14	30	33	3	32	28	-4	14	18	4	17	18	1	16	14	-2	10	12	2	9	13	4	14	11	-3	
55-64	39	46	7	47	37	-10	28	34	6	31	24	-7	13	17	4	14	14	0	14	12	-2	9	12	3	9	13	4	12	9	-3	
65+	42	49	7	44	30	-14	26	30	4	24	17	-7	11	12	1	11	10	-1	13	14	1	7	9	2	10	15	5	10	9	-1	
Voting Intention																															
Con	45	50	5	56	44	-12	26	29	3	23	19	-4	6	7	1	15	16	1	16	14	-2	7	10	3	12	19	7	10	8	-2	
Lab	23	27	4	48	34	-14	26	27	1	39	34	-5	17	20	3	16	15	-1	15	14	-1	12	15	3	7	11	4	15	15	0	
Lib Dem	27	34	7	54	47	-7	27	32	5	27	18	-9	16	18	2	22	22	0	11	10	-1	8	11	3	11	13	2	9	10	1	
UKIP	70	77	7	41	26	-15	21	28	7	23	21	-2	8	8	0	9	11	2	13	16	3	10	12	2	9	12	3	12	8	-4	
Social Grade																															
AB	29	36	7	57	43	-14	31	34	3	27	22	-5	16	18	2	23	23	0	13	10	-3	8	11	3	11	16	5	10	8	-2	
C1	32	39	7	52	37	-15	25	28	3	29	24	-5	12	16	4	15	15	0	15	13	-2	10	12	2	8	12	4	13	11	-2	
C2	38	43	5	42	31	-11	21	25	4	34	30	-4	11	12	1	9	11	2	16	17	1	12	14	2	8	12	4	18	13	-5	
DE	32	36	4	35	25	-10	17	20	3	35	31	-4	13	14	1	7	8	1	16	17	1	11	13	2	6	8	2	15	15	0	
Age within Social Grade																															
18-34 ABC1	20	27	7	48	35	-13	19	22	3	32	28	-4	14	17	3	16	18	2	14	11	-3	11	13	2	8	12	4	15	11	-4	
18-34 C2DE	25	29	4	38	27	-11	11	16	5	38	36	-2	11	13	2	7	10	3	17	16	-1	15	16	1	4	7	3	18	16	-2	
35-54 ABC1	30	35	5	60	44	-16	33	33	0	30	23	-7	16	17	1	30	23	-1	15	12	-3	9	12	3	9	13	4	12	10	-2	
35-54 C2DE	36	40	4	43	31	-12	22	25	3	36	35	-1	14	16	2	10	12	2	17	20	3	12	15	3	8	10	2	18	16	-2	
55+ ABC1	39	46	7	53	38	-15	29	35	6	24	19	-5	13	16	3	16	16	0	13	12	-1	8	11	3	11	16	5	8	7	-1	
55+ C2DE	43	49	6	35	26	-9	24	27	3	30	21	-9	11	12	1	7	7	0	15	15	0	8	10	2	9	12	3	14	10	-4	
Ethnicity																															
White	35	41	6	48	35	-13	25	28	3	29	24	-5	13	15	2	14	15	1	15	13	-2	10	12	2	9	13	4	13	10	-3	
BME	13	20	7	39	29	-10	15	19	4	49	40	-9	13	14	1	11	13	2	17	18	1	13	18	5	3	5	2	20	22	2	
Region																															
Wales	31	36	5	49	41	-8	27	31	4	38	31	-7	15	19	4	12	14	2	10	8	-2	12	11	-1	10	14	4	16	9	-7	
Scotland	21	28	7	41	37	-4	19	23	4	32	33	1	17	25	8	9	12	3	17	16	-1	9	11	2	9	13	4	17	15	-2	
North of England	33	39	6	44	32	-12	20	24	4	33	28	-5	14	14	0	13	13	0	15	14	-1	8	8	0	9	12	3	13	9	-4	
Midlands	38	40	2	44	30	-14	24	26	2	30	25	-5	10	11	1	13	13	0	15	13	-2	8	9	1	8	11	3	12	11	-1	
South including London	32	39	7	52	37	-15	27	30	3	30	24	-6	14	16	2	17	17	0	15	15	0	14	19	5	8	12	4	14	14	0	
Tenure																															
Owned	39	44	5	47	34	-13	26	31	5	28	23	-5	12	14	2	14	13	-1	14	13	-1	7	10	3	9	15	6	11	8	-3	
Mortgaged	31	38	7	55	41	-14	29	30	1	33	26	-7	14	16	2	19	20	1	15	14	-1	10	11	1	9	13	4	15	12	-3	
Social Rented	32	38	6	33	26	-7	17	21	4	34	29	-5	15	16	1	7	8	1	18	18	0	13	14	1	6	9	3	17	13	-4	
Private Rented	23	30	7	42	30	-12	16	20	4	32	30	-2	12	16	4	12	13	1	15	14	-1	14	18	4	6	8	2	15	15	0	